

## REMARKS

**Claims 1-25 are patentable over Knudson in view of Hsu and Dougherty because even when considered in combination with one another, these references do not suggest a system or method in which an interactive channel bug is morphed into a received broadcast, according to computer-readable instructions executed by a receiver at which the broadcast is received without user intervention**

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By withdrawing the previous rejection, the present office action admits that the claims are patentable over Knudson, US 6,536,041, and Hsu, US Patent 6,295,058. Dougherty, US Patent 6,363,525, does not overcome the deficiencies of these references.

Dougherty is cited for teaching the providing of an interactive icon or box into a broadcast stream. However, this is accomplished at the head-end of a distribution system, before any broadcasting is done and certainly before a broadcast is received. See Dougherty at col. 5., ll 40 et seq. Therefore, one of ordinary skill in the art would conclude that interactive icons and the like would need to be inserted at the head-end of a distribution system and the combination of Knudson, Hsu and Dougherty would necessarily include such a requirement. The present claims recite methods and systems where morphing of the interactive channel bug is accomplished at the receiver, not at the head-end and certainly not prior to the broadcast.

Furthermore, even when (incorrectly) combined in the manner contemplated in the Office Action, the Office Action itself admits that the combination of these references would rely upon a user to select which icon to morph into a broadcast. That is, the Office Action indicates the need for user intervention when the selected references are combined in the manner contemplated for the present rejections. The claims, however, clearly recite the absence of user intervention.

Hence, at least for the above mentioned reasons claims 1-25 are patentable over Knudson even in view of Hsu and Dougherty.

**Claims 29-31 are patentable over Knudson in view of Hsu and Dougherty because neither of these references teach or suggest aligning an interactive channel bug over a non-interactive broadcast bug, according to computer-readable instructions executed by a receiver at which the video stream is received, without user intervention.**

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The combination of Knudson, Hsu and Dougherty fail to provide for the use of computer-readable instructions to align an interactive bug over a non-interactive broadcast bug at the receiver where a video stream is received, without any user intervention. In particular, Hsu relies on human operators to perform all drag and drop and related activities. Dougherty is concerned with operations

at the head-end, and does not have any teaching of aligning an interactive bug over a non-interactive broadcast bug at the receiver where a video stream is received. Consequently, claims 29-31 are patentable over these references.

If there are any additional fees due in connection with this communication, please charge our deposit account no. 19-3140.

Respectfully submitted,

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